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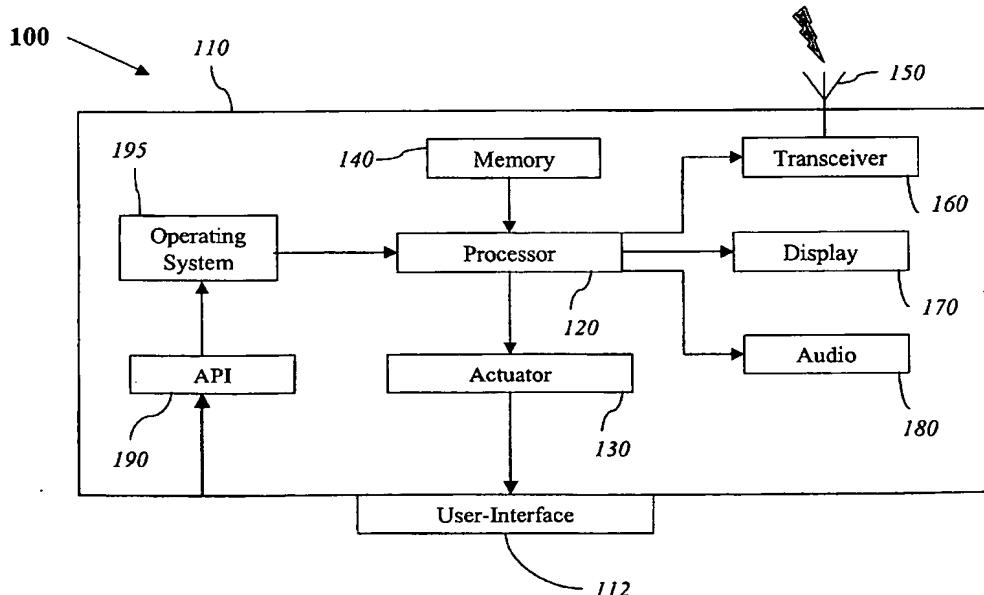
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(54) Title: USING HAPTIC EFFECTS TO ENHANCE INFORMATION CONTENT IN COMMUNICATIONS



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(57) Abstract: Embodiments of the invention relate to methods and systems for providing customized "haptic messaging" to users of handheld communication devices in a variety of applications. In one embodiment, businesses and organizations may each be associated with a distinct haptic logo and include their haptic logos in various messages sent to the handheld communication devices of their customers. In another embodiment, haptically-enabled avatars can be used in a chat session between users of handheld communication devices.